

LEO BURNETT U.S.A.

A subsidiary of Leo Burnett Worldwide Inc.

AD# BUC121-01 REQ# MISC31 "BEAT INFLATION SMOKE A BUCK" - PAGE 4/C 9-3/4 X 11-1/4 SUNDAY SUPP, 1990
Printed in U.S.A.

BEAT INFLATION SMOKE A BUCK



**Buck the System.
Full rich flavor,
not full price.**

Available in Kings & Kings Lights.

SURGEON GENERAL'S WARNING: Cigarette
Smoke Contains Carbon Monoxide.

Wh. suggested retail price

Kings: 14 mg "tar," 1.1 mg nicotine - Kings Lights:
11 mg "tar," 0.8 mg nicotine av. per cigarette by FTC method.

© Philip Morris Inc. 1990



2061191452